



**AmeriCorps**

# **AmeriCorps Brand Launch**

Communications Toolkit

September 2020



The Corporation for National & Community Service is now AmeriCorps. We updated our branding in order to better inform the public about opportunities to serve. We know the power of national service and volunteering to bring out the best of America; it's why we strive to make service to others a cornerstone of our national culture. As our nation grapples with coronavirus, natural disasters, and other challenges, national service and volunteering are more important than ever. By updating our brand, we can better engage Americans in meeting today's challenges and position national service for greater impact and growth in the future.

Our new branding includes updates to the agency name and promoted brands, and the first major update to the AmeriCorps logo in 25 years. While the new branding doesn't change our mission, programs, or operations, it will raise awareness about opportunities to serve and elevate service at a time of growing need and demand. The Corporation for National and Community Service will operate as AmeriCorps. The State and National, VISTA, NCCC, and Volunteer Generation Fund programs will be promoted using the AmeriCorps brand, and the Foster Grandparent, Senior Companion, RSVP programs that previously utilized the Senior Corps name will be promoted under the banner of AmeriCorps Seniors. These changes better reflect AmeriCorps' mission to improve lives, strengthen communities and foster civic engagement through service and volunteering.

Beginning September 29, 2020, the agency will operate as AmeriCorps and we will communicate to the general public under the AmeriCorps and AmeriCorps Seniors brand. Your participation will help highlight and amplify the importance of national service and volunteering. Our goal is to make sure every American is aware of their opportunities to serve and inspired to act.

This Communications Toolkit will make it easy for you to join us as we communicate the impact of national service with the press and through social media.

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# Ideas for Engagement

- **Promote on Social Media:** Help us spread the word to ensure every American knows about their opportunity to serve. Join us on social media to show how #AmeriCorps and #AmeriCorpsSeniors bring out the best of America. More details on our social media plan on page 5.
- **Share the Brand Film:** On September 29, 2020 we will release a new brand film that illustrates how AmeriCorps brings people together to strengthen communities. We will use this video to introduce national service and our story to new audiences. Please help us by sharing the video on your accounts and through your network.
- **Use the New Logo:** Our new AmeriCorps and AmeriCorps Seniors logos are ready for public release starting September 29, 2020. You can find them on [our website](#).
- **Order New Gear:** Visit [our website](#) for information on placing an order for new branded apparel, or follow the cobranding guidelines and have your own new gear and uniforms printed.
- **Press Release Resources:** Use these resources for your next press release. Press releases should illustrate the scope and impact of national service in your community.

**We have released new branding guidelines to help you effectively communicate and cobrand with our new brand. Visit [our website](#) for more information.**



# Talking Points

Whether you're giving a speech, issuing a press release, or writing an op-ed, these talking points will help you communicate about AmeriCorps using the new messaging framework.

## **Impact of AmeriCorps & AmeriCorps Seniors**

- National service and volunteering have the power to bring out the best of America. Together, we can make service to others a cornerstone of our national culture.
- As our nation continues to grapple with coronavirus and natural disasters, national service and volunteering have never been more important.
- Across the country, people are asking what they can do to make a difference. And AmeriCorps is answering the call, responding to the growing demand to address challenges in education, public health, food insecurity, and economic uncertainty.
- AmeriCorps is bringing people together to help our people and our country prosper.
- Every year, more than 270,000 AmeriCorps members and AmeriCorps Seniors volunteers serve with organizations working in more than 40,000 locations nationwide to tackle the nation's most pressing challenges.

## **Benefits of Brand Updates**

- The new branding includes updates to the agency name and promoted brands, and the first major update to the AmeriCorps logo in 25 years.
- While it doesn't change the national service mission, programs, or operations, the new brand will raise awareness about opportunities to serve and elevate service at a time of growing need and demand.
- AmeriCorps has a powerful mission and incredible programs making a difference in communities every day. But too few Americans know what AmeriCorps is, the benefits of service, or how to get involved.
- By refreshing this brand, we can ensure more people know about their opportunity to serve.

# Social Media Guide

Social media is a powerful tool to engage our network and reach new audiences who don't know about their opportunity to serve. We encourage you to use social media to help us generate excitement and support for a renewed call to service with AmeriCorps and AmeriCorps Seniors (formerly Senior Corps).

Our primary social media accounts are:

<b>Facebook</b>	@AmeriCorps @AmeriCorpsSr (formerly Senior Corps)
<b>Twitter</b>	@AmeriCorps @AmeriCorpsSr (formerly Senior Corps)
<b>Instagram</b>	@AmeriCorps

## Pre-Launch:

We will begin sharing pre-launch teaser social media posts beginning Thursday, September 24. If you would like to help generate excitement over our brand launch, please follow our accounts and share our pre-launch posts to your channels.

## Launch Day:

**September 29** is the day! Join us as we begin the next chapter of AmeriCorps and AmeriCorps Seniors. Reshare content from our national accounts listed above or create your own using the templates below. We'll be kicking off our launch day with a launch announcement and new brand film designed to reach new audiences and inspire more Americans to serve.

**Tagging:** Tag @AmeriCorps or @AmeriCorpsSr in your posts and include our hashtags #AmeriCorps and/or #AmeriCorpsSeniors so we can help fuel the national conversation.

## Graphics:

Download launch graphics and additional resources on [our website](#).

Here are some template messages to create your own posts:

### **NEW BRAND, SAME LEGACY**

- Did you hear? @AmeriCorps rebranded! While there may be a new look, we continue to get things done for America. #AmeriCorps
- For 50+ years Senior Corps volunteers have brought out the best of America. Although we have a new name, our legacy will continue. #AmeriCorpsSeniors
- We're thrilled to be a part of the next chapter of #AmeriCorps & #AmeriCorpsSeniors! Our @AmeriCorps & @AmeriCorpsSr volunteers bring out the best of America.
- National service brings out the best of America. Thanks to the more than 270,000 @AmeriCorps members & @AmeriCorpsSr volunteers tackling some of our country's most pressing challenges. #AmeriCorps #AmeriCorpsSeniors
- We know service brings out the best of America. We're excited to join @AmeriCorps and @AmeriCorpsSr in their effort to inspire more Americans to serve! #AmeriCorps #AmeriCorpsSeniors

### **SHARE IF YOU AGREE**

- AmeriCorps brings out the best of America. Share if you agree. #AmeriCorps
- AmeriCorps Seniors (formerly Senior Corps) brings out the best of America. Share if you agree. #AmeriCorpsSeniors
- Service to others and volunteerism represents the best qualities of America. Share if you agree. #AmeriCorps #AmeriCorpsSeniors

## STORY COLLECTION AND HIGHLIGHTS

- @AmeriCorps members & @AmeriCorpsSr volunteers bring out the best of America every day! Share your service story to help spread the word.  
#AmeriCorps #AmeriCorpsSeniors
- This year has been difficult, but our @AmeriCorps members [and/or @AmeriCorpsSr volunteers] have been stepping up to serve. <Ex: This is Sheila, who is serving by tutoring students virtually. She is a great example of how service brings out the best of America.> #AmeriCorps  
#AmeriCorpsSeniors
- @AmeriCorps & @AmeriCorpsSr brings people together to serve communities when it matters most. Share your service story to help spread the word.  
#AmeriCorps #AmeriCorpsSeniors

## #AskMeAboutAmeriCorps CHALLENGE - Starting Wed. Sept. 30th

- Take part in our #AskMeAboutAmeriCorps challenge and help us spread the word about service. Commit to telling a friend or family member about how they'd be a great fit for @AmeriCorps or @AmeriCorpsSr.
- Take part in our #AskMeAboutAmeriCorps challenge by tagging a friend or family member in our new #AmeriCorps video and telling them to join @AmeriCorps or @AmeriCorpsSr.
- Share a photo or video of yourself safely volunteering and post to your network with #AskMeAboutAmeriCorps #AmeriCorps #AmeriCorpsSeniors

# Press Release Resources

You are not required to issue a press release related to rebranding but are welcome to do so if it aligns with your organization's needs. Newsworthy moments appropriate for press releases might include grant announcements or selection sites, swearing-in of new members or volunteers, reaching milestone moments, and achievements on behalf of the organization or volunteers, especially as they relate to current topics.

## **Quotes:**

If you'd like to request a quote from a member of AmeriCorps leadership or need assistance, please contact the AmeriCorps Press Office at [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

## **Localized national service data:**

Localized national service data for your state can be found [here](#).

## **Branding information:**

If you need to provide context for changes to your own organization's name or naming conventions, please include this language:

"Earlier this fall, the federal agency responsible for AmeriCorps and Senior Corps programs, the Corporation for National and Community Service officially became 'AmeriCorps' in the first major update to the agency's identity in a quarter century. As part of this rebranding initiative, all national service programs are united under a unified AmeriCorps identity and promoted under the AmeriCorps or AmeriCorps Seniors banner. This effort streamlines opportunities to serve for all Americans, at a time when their help is needed most."

## **AmeriCorps Boilerplate:**

Per the grantee branding guidelines, when the press release is primarily about activities related to AmeriCorps or AmeriCorps Seniors serving with the organization or announcing the receipt of funding, the AmeriCorps boilerplate should be added.

AmeriCorps, a federal agency, brings people together to tackle the country's most pressing challenges, through national service and volunteering. AmeriCorps members and AmeriCorps Seniors volunteers serve with organizations dedicated to the improvement of communities. AmeriCorps helps make service to others a cornerstone of our national culture. Learn more at [AmeriCorps.gov](http://AmeriCorps.gov).